RJ Reynolds
Tobacco Company

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Ladies and Gentlemen:

By now you have received your information on next year's exciting "No Bull 5" Sweepstakes. This program is going to get drivers racing to the finish line and consumers flocking to retail to get their hands on Winston's $10 million purse.

This is one of the most unique and "No Bull" promotions that we have ever run. However, as usual, we will need your help to ensure that the sweepstakes is successful.

The following four points will be key to our making the "No Bull 5" Sweepstakes truly memorable and successful for consumers next year:

1. RJR Sales Personnel must understand the Sweepstakes and how its works.

2. Retailers must understand the Sweepstakes so that consumers' questions can be answered in store.

3. It is critical that ballots be made available to our retail partners at all times throughout 1998.

Source: https://www.industrydocuments.ucsf.edu/docs/qjyn0000